

## 🎬 JUNKYARD – Feature Film Pitch Deck

### 🎨 Title Treatment

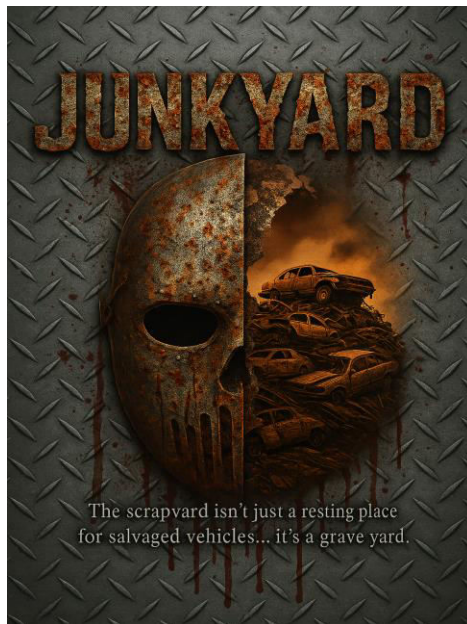
#### JUNKYARD

#### Tagline:

“The scrapyard isn’t just a resting place for salvaged vehicles... it’s a grave yard.”

#### Design Concept:

Aluminum diamond plate textured background. The title "JUNKYARD" appears in jagged, corroded metal lettering, evoking the decayed ambiance of the junkyard setting. The letters are partially obscured by creeping rust and grime, with splashes of blood hinting at hidden dangers lurking within. This visual sets the tone for a gritty, intense horror experience. Image of a half mask, with half junkyard on the other half of mask.



### 🖼️ Mood Board

To visually convey the film's atmosphere, the mood board includes:

**Desolate Junkyard Landscapes:** Images of sprawling, scrapyards with towering piles of twisted metal under overcast skies.

**The Antagonist – "Dog":** Concept art depicting a menacing figure clad in makeshift armor, wearing a mask fashioned from welded scrap, embodying the fusion of man and machine.

**Autumn's Captivity:** Stills illustrating a battered sedan with barred windows, chains binding the steering wheel, and traces of a desperate struggle inside.

**Joslyn's Transformation:** Visuals showing Joslyn's evolution from a terrified survivor to a determined

avenger, set against the fiery backdrop of the burning junkyard.

**Color Palette:** Dominated by muted grays, rust reds, and deep shadows, punctuated by the stark contrast of firelight and the cold gleam of metal.

### Logline

When a group of friends take an unplanned venture into an junkyard, they stumble into a nightmarish hunting ground of a masked killer who turns rusted steel into torture tools — And weapons of DEATH.

### Synopsis

In the desolate backwoods of upstate New York, four friends—Autumn, Lee, Kevin, and Heather—set off for a camping trip that quickly spirals into a nightmare. After an unplanned detour, they find themselves trapped in a junkyard, where the decaying metal heaps conceal a twisted world of traps, weapons, and madness. Hunted by "Dog," a masked killer who uses the scrapyard as his twisted playground, the group must fight for survival as they face a deadly maze of rusted metal and grotesque horrors. As the friends are picked off one by one, Joslyn—Autumn's best friend—must transform from a terrified victim to a vengeful force if she is to escape and stop Dog before it's too late.

### Characters

**Joslyn:** A resourceful young woman, Joslyn is the emotional anchor of the story. Her fear turns to unwavering resolve when she watches her friends fall prey to the horror around them. Her transformation from terrified to vengeful survivor gives the film its heart.

**Autumn:** Joslyn's closest friend, whose capture and subsequent torment fuels Joslyn's journey. Her fate is the turning point that sets Joslyn on the path to becoming the final avenger.

**Dog:** A mute, terrifying figure, Dog is a master of using the scrapyard's industrial remnants to create horrific traps. His brutality and cunning make him both a silent predator and the embodiment of the junkyard's decay.

**Kevin & Heather:** A couple whose already strained relationship is put to the ultimate test. Kevin's protective instincts and Heather's desperation drive them to make choices that could either save or doom them.

### Tone & Style

JUNKYARD blends psychological horror, slasher elements, and survival thriller to create a chilling, claustrophobic experience. Drawing inspiration from films like *The Texas Chain Saw Massacre* and *Wrong Turn*, the film utilizes practical effects to immerse the viewer in the nightmarish world of the junkyard. The setting itself—an oppressive labyrinth of metal, rust, and decay—becomes a silent antagonist, intensifying the feeling of being trapped with no escape. The film's pacing and sound design build suspense and dread, making every corner of the junkyard feel like a new threat waiting to strike.

### Target Audience

JUNKYARD is aimed at horror enthusiasts 18 to 45+, who appreciate visceral, character-driven stories and intense psychological tension. The film will appeal to fans of survival horror and those who enjoy a strong, evolving female protagonist. Its themes of vengeance, resilience, and survival in the face of overwhelming odds make it resonate with viewers looking for more than just scares—something deeper that lingers long after the film ends. Fans of films like *The Texas Chain Saw Massacre*, *The Descent*, and *Green Room* will find themselves at home in this brutal and atmospheric world.

#### Production Notes

**Budget:** Estimated at \$1–3 million, focusing on practical effects and a contained setting to maximize tension. The junkyard's confined nature provides a cost-effective but terrifying setting.

**Filming Locations:** Utilizing authentic industrial sites in upstate New York gives the film an organic, gritty aesthetic, perfect for the film's theme of decay and survival.

**Distribution Potential:** A strong fit for both theatrical releases and streaming platforms specializing in horror content. Its strong character-driven narrative and intense atmosphere will attract a dedicated fanbase, making it ideal for both niche audiences and mainstream horror lovers.